

**MINUTES OF THE ANNUAL MEETING OF THE BOARD OF DIRECTORS
OF GATEWAY TO L.A. PBID INC.
CALIFORNIA NONPROFIT MUTUAL BENEFIT CORPORATION
November 11, 2010**

The board of directors meeting of Gateway to L.A. PBID, Inc. a California nonprofit mutual benefit corporation was held on November 11, 2010 at 8:00 a.m. at the The Westin LAX Hotel located at 5400 W. Century Blvd., Los Angeles.

23 individuals attended the meeting as follows:

- Grant Coonley, Hilton Los Angeles Airport
- Glenn Gritzner, Mercury
- Glenn Sampert, The Westin
- Bill Geary, Carlsberg Management
- Phil Campanelli, Embassy Suites
- Charles Bassett, LRW Investments
- Conrad Klingenstein, Jamison Services
- Sarah Levine, La Quinta Inn & Suites
- Paul Gnasso, Ace Parking
- Marco Khorasani, VIP Tours
- Bruce Nahid, LAT Investments
- Israel Mora, Courtyard LAX
- Bryan Porter, Hines
- Phil Campanelli, Embassy Suites
- Ed Pomponio, DSS
- Kinya Claiborne, McKissock
- Fred Jackson, McKissock
- Farooq Ameen, Base Arch.
- Tracey Scott, Base Arch.
- Richard Moon, CPA
- Gabe Sermenio, Mayor's Office
- Jim Sakalis, Gateway to L.A.
- Laurie Hughes, Gateway to L.A.

1. WELCOME / INTRODUCTIONS

Grant Coonley welcomed the attendees and introduced the special guests.

2. ANNUAL BOARD – ELECTION OF BOARD OF DIRECTORS

Laurie Hughes conducted the election of Board of Directors

Voting on the following individuals to serve as the corporation's new board of directors:

Charles Bassett (representing LRW Investments: Class A1 Member)
Cindy Boulton (representing the Radisson LAX: Class A1 Member)
Phil Campanelli (representing Embassy Suites LAX - North: Class A1 Member)
Grant Coonley (representing Hilton Los Angeles Airport: Class A1 Member)
Larry Eisenberg (representing L.A. Community College District:
Class A1 Member)
William Geary (representing Carlsberg Management: Class A1 Member)
Paul Gnasso (representing Ace Parking: Class C Member)
Steven Hall (representing Marriott: Class A1 Member)
Conrad Klingenstein (representing Jamison Services: Class A1 Member)
Doug Lambeck (representing Decron Properties: Class A1 Member)
Gregory Lehman (representing Renaissance Montura Hotel: Class A1 Member)
Sarah Levine (representing LaQuinta Inn & Suites: Class A1 Member)
Israel Mora (representing Courtyard by Marriott: Class A1 Member)
Bruce Nahid (representing LAT Investments: Class A1 Member)
Michael Payton (representing Crowne Plaza Los Angeles Airport: Class A1 Member)
Bryan Porter (representing SkyView Center LLC: Class A1 Member)
Glenn Sampert (representing Westin LAX: Class A1 Member)
Brian Vandehey (representing PRG Parking: Class A1 Member)
Valeria Velasco (representing Los Angeles World Airports: Class A1 Member)

(ii) Authorizing and approving the following individuals to serve on and comprise the Executive Committee: Grant Coonley, Michael Payton, Bill Geary, Conrad Klingenstein, Charles Bassett and Glenn Sampert.

(iii) Ratification of Executive Committee Actions for the period November 12, 2009 – November 10, 2010.

- Ocean Express Ticket fee increase to \$5.00
- Approve annual budget expenditure of \$15,000 – Gateway to Go!
- Approve budget expenditure of \$5,000 – Grant Writer for new trolleys

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3. **PUBLIC COMMENTS**

No comments from the public.

4. **APPROVAL OF MEETING MINUTES – September 16, 2010**

The minutes of the September 10, 2010 board of directors meeting were approved as presented.

5. **FINANCIAL REPORT**

Richard Moon, CPA, presented the Financial Report including the Statement of Financial Position as of November 10, 2010 with total assets of \$174,899.34; and the year-end forecast estimating \$1,233,814.00 in expenses for 2010.

The financial report was unanimously approved by the Board of Directors.

6. **EXECUTIVE DIRECTOR'S REPORT**

PBID History

- Established in 1998 – budget of \$175,000
- Renewed in 2001 – budget of \$690,000
- 2nd renewal in 2006 for 10 years – budget of 841,000
- COLA increase in 2007 – budget of 866,000
- 2010 operating budget - \$1,253,688 (45% increase from OE operations)

Major Programs

- Ambassador Program - Bike patrol officers
- Clean Program - In partnership with Chrysalis, sidewalk / trash clean-up, graffiti removal, weed abatement and general beautification
- Ocean Express Program started in 2002 now serving approx. 75,000 riders with 3 different locations. Projected to \$346,000 in revenue in 2010.
- Marketing - Working with L.A. Inc. to leverage our dollars
- Advocacy - becoming a recognized voice for our business community
- And most recently, a Green Community program

The Landscape of Century Blvd. is Changing

- Live Nude Nudes! Is closed!
- Century Blvd. has a new landscaped median between Aviation & La Cienega
- L.A. Community College District is planning a hospitality workforce training campus & Conference center
- Proposed Metro Station at Century & Aviation (Bus transit center & light rail station)
- Daily Grill opens at the Westin – first major brand restaurant

- Received \$7.5 million in ARRA funding to repair sidewalks, streets and drainage problems. And to building sidewalks in areas that are in need – along 98th Street / Vicksburg, and the south side of Century Blvd. between Aviation and Glasgow.
- Dept. of Water & Power is undergrounding utilities along 98th Street

2010 Accomplishments & Initiatives

- Unveiled new, redesigned website
- New destination marketing brochure in partnership with LA Inc.
- Redesigned Newsletter
- Launched a Facebook Page to promote our new Gateway to Go!
- Food Truck Lunch lot once a week – offering a fun alternative for lunch (attracting 200 – 400 attendees each week), (garnering good publicity for the area)
- State Enterprise Zone has been expanded to include the Century Blvd. corridor businesses – for the express purpose to help attract new business to our office buildings
- Gateway to a Greener L.A. program was launched under the leadership of Cindy Boulton and we now have 3 major hotels with Green Seal certification and several others in the application process.
- Other Green efforts include Electronics Recycling and Shredding Events
- Ocean Express has experienced a 4% decrease in traffic (62,585 to date)
- Crime statistics show less than 100 police reports year to date (only one related to personal injury).

Loss of Employee

- Cindy Birchall has voluntarily terminated due to drug issues

We are 5 years into our current contract and actively meeting with members to solicit new ideas for programs as we move into 2011.

- Branding - trash receptacles
- Landscaping improvements along Century Blvd. (5400 – 5600 block of Century)
- Ocean Express – adding new destination at Abbott Kinney and Venice Beach

Upcoming Events

Shredding Events – November 17 & 24

Holiday Concert – November 23 - Sheraton Gateway

Protector's Appreciation Lunch with Magic Johnson - December 2 - Hilton LAX

Annual Members Holiday Reception - December 7 - Renaissance Montura Hotel

7. Special Guest Speaker – Glenn Gritzner, Managing Partner of Mercury

Mr. Gritzner gave a review of the recent election results and a forecast on what can be expected under the new Governor, Jerry Brown, along with possible impacts from the propositions that were passed.

8. **Metro Transit Center / Light Rail Update**

Fred Jackson, McKissock & McKissock, gave board members an update on the current status of the Crenshaw / LAX Transit Corridor project and invited members to attend and participate in the Station Area Planning Workshop on November 16, 2010 at the Westchester Senior Center.

Mr. Farooq Ameen, Base Architecture, spoke to the board about architectural concepts for the Metro Transit Center planned for Century Blvd. and Aviation Blvd. His firm is tasked with considering development opportunities to complement the Transit / Light Rail Center. He encouraged members to consider options that would complement the Century Blvd. business community.

Meeting adjourned.